IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application:

1-50. (Canceled)

51. (Currently Amended) A method for building a web page comprising:

receiving a request from a user;

dynamically composing the web page in response to the request; and

making the web page available to the user,

wherein the step of dynamically composing the web page comprises:

identifying a set of candidate components used in a default composition of the web page, each candidate component in the set of candidate components having a nominal value; ~~and~~

selecting a subset of the candidate components for placement onto the web page as page components, wherein the selecting is determined by an optimization of an actual page value of the web page;

placing the subset of the candidate components onto the web page as page components; and

~~further comprises~~ eliminating page components ~~used in the default composition of~~ from the web page when such elimination increases the actual page value of the web page,

further wherein the actual page value of the web page is a function of a respective actual value of each respective page component placed on the web page and wherein the actual value of each respective page component placed on the web page is determined by a nominal value of the respective page component and an effectiveness of the respective page component on the web page, wherein ~~the nominal value of the page component is based on a relevancy of the page component to the request and~~ the effectiveness of the page component is based on ~~a placement of the page component on the web page~~ a clutter of the web page.[[,]] ~~and~~

~~further wherein the effectiveness increases when the page component has a synergistic effect with another page component on the web page and the effectiveness~~

~~decreases when the page component incurs distraction from another page component on the web page~~[[.]]

52. (Currently Amended) The method of claim 51 wherein the respective actual value of each respective page component placed on the web page is in a common unit of measure.

53. (Previously Presented) The method of claim 51 wherein the step of receiving a request from a user comprises receiving the request via a browser.

54. (Currently Amended) The method of claim 51 wherein the subset of candidate components includes one or more of a content page component, a link page component, and an advertisement page component.

55. (Currently Amended) The method of claim 51 wherein:

the actual page value equals a sum of the actual values of the page components on the web page; and

the respective actual value of each respective page component on the web page equals the nominal value of the respective page component multiplied by the effectiveness of the respective page component on the web page.

56. (Canceled)

57. (Previously Presented) The method of claim 51 further comprising determining a nominal value of a candidate component in said subset of the candidate components, wherein the candidate component is an advertisement page component, and the determining is based on a revenue generated by placement of the advertisement page component on the web page.

58. (Previously Presented) The method of claim 51 further comprising determining a nominal value of a candidate component in said subset of the candidate components based on a relevancy of the candidate component to the request.

59. (Previously Presented) The method of claim 58 wherein:

the request was generated by a requesting web page; and

the step of determining a nominal value of the candidate component based on a relevancy of the candidate component to the request comprises determining a nominal value of the candidate component based on a relevancy of the candidate component to the requesting web page.

60. (Previously Presented) The method of claim 59 wherein the candidate component is a content candidate component.

61. (Previously Presented) The method of claim 58 wherein the step of determining a nominal value of the candidate component comprises determining a nominal value of the candidate component based on a relevance of the candidate component to a demographic profile of the user.

62. (Currently Amended) The method of claim 58 wherein the step of determining a nominal value of the candidate component comprises determining a nominal value of the candidate component based on ~~of~~ a geographic location of the user.

63. (Previously Presented) The method of claim 58 wherein the step of determining a nominal value of the candidate component comprises determining a nominal value of the candidate component based on a relevance of the candidate component to a behavioral profile of the user.

64. (Previously Presented) The method of claim 58 wherein:

the candidate component has a plurality of versions; and

the step of determining a nominal value of the candidate component comprises determining a nominal value of the candidate component based on the version of the candidate component placed on the web page.

65. (Previously Presented) The method of claim 51 further comprising:

tracking user follow-through on the web page; and

updating the nominal value of a page component on the web page in response to the tracking.

66. (Previously Presented) The method of claim 65 wherein the step of tracking user follow-through on the web page comprises tracking link follow-through on the web page.

67. (Canceled)

68. (Previously Presented) The method of claim 51 wherein the effectiveness of the page component is based on the identity of another page component on the web page.

69. (Canceled)

70. (Previously Presented) The method of claim 51 wherein the step of selecting a subset of the candidate components for placement on the web page as page components comprises:

for at least one page component, selecting a version of the page component.

71. (Previously Presented) The method of claim 70 wherein the step of selecting a version of the page component is based on an available bandwidth for the user.

72. (Previously Presented) The method of claim 51 wherein the step of dynamically composing a web page in response to the request comprises:

using a static composition for a portion of the web page; and

dynamically composing a remainder of the web page in response to the request.

73. (Previously Presented) The method of claim 51 wherein the request uniquely identifies a web page.

74. (Previously Presented) The method of claim 51 wherein the request comprises a search request.

75. (Previously Presented) The method of claim 51 wherein the step of making the web page available to the user comprises transmitting the web page to the user.

76. (Previously Presented) The method of claim 51 wherein:

the step of receiving a request from a user comprises receiving a request from the user via the Internet;

the step of dynamically composing a web page in response to the request comprises dynamically composing a web page in response to the request; and

the step of making the web page available to the user comprises transmitting the web page to the user via the Internet.

77. (Currently Amended) A method for building a database of page components and for using said database to build a web page in response to a request from a user, the method comprising:

receiving information describing a plurality of page components;

registering the plurality of page components in a database of page components to reflect the received information;

receiving a request from a user;

identifying a set of candidate components from the database of page components used in a default composition of the web page, each candidate component having a nominal value;

selecting a subset of the candidate components for placement onto the web page as page components, wherein the selecting is determined by an optimization of an actual page value of the web page;

placing the subset of the candidate components onto the web page as page components; ~~and~~

eliminating page components ~~used in the default composition of~~ from the web page when such elimination increases the actual page value of the web page,

~~further~~ wherein the actual page value of the web page is a ~~first~~ function of a respective actual value of each respective page component placed on the web page and wherein the actual value of each respective page component placed on the web page is determined by a ~~second function of the~~ nominal value of the respective page component and ~~of~~ an effectiveness of the respective page component on the web page, wherein ~~the nominal value of the page component is a third function of a relevancy of the request and~~ the effectiveness of the page component is based on ~~a fourth function of a placement of the page component on~~ a clutter of the web page, and

further wherein the effectiveness increases when the page component has a synergistic effect with another page component on the web page and the effectiveness decreases when the page component incurs distraction from another page component on the web page; and

~~and~~ making the web page available to the user.

78. (Currently Amended) The method of claim 77 wherein:

the step of receiving the request from a user comprises receiving a request from a web server on behalf of a browser operated by the user; and

the step of making the web page available to the user comprises identifying the web page ~~subset of candidate page components~~ to the web server for communication of the web page to the browser operated by the user.~~for composition of the web page~~.

79. (Previously Presented) The method of claim 77 wherein:

the received information comprises a category for classifying a page component in said plurality of page components; and

the step of identifying a set of candidate components from the database of page components comprises identifying the candidate component based at least in part on the category of each page component in the database of page components.

80. (Previously Presented) The method of claim 77 wherein:

the received information comprises a plurality of versions of each page component in the plurality of page components; and

the step of selecting a subset of the candidate components for placement on the web page as page components comprises selecting one of said versions of the page component.

81. (Previously Presented) The method of claim 80 wherein the received information further comprises a bandwidth rating for one of said versions of the page component in the plurality of versions of the page component.

82. (Previously Presented) The method of claim 77 wherein, for each page component in at least a portion of the page components in the plurality of page components, the received information comprises relevant date information for the page component.

83. (Currently Amended) The method of claim 77 wherein:

the received information comprises a target demographic for each page component in the plurality of page components; and

the nominal value for each page component is based on ~~a fifth function of~~ a match between the target demographic and a demographic profile of the user.

84. (Previously Presented) The method of claim 77 wherein:

the received information comprises a subject matter descriptor for a first page component in the plurality of page components; and

the step of identifying a set of candidate components from the database of page components comprises identifying the first page component based at least in part on the subject matter descriptor for the first page component.

85. (Previously Presented) The method of claim 84 wherein the subject matter descriptor comprises a keyword.

86. (Previously Presented) The method of claim 77 wherein the received information is in a format based on a predefined template.

87. (Previously Presented) The method of claim 77 wherein the received information is received via a predefined application program interface.

88. (Previously Presented) The method of claim 77 wherein the step of receiving information describing the plurality of page components comprises:

crawling through a network of web pages; and

generating information describing the plurality of page components within the network of web pages.

89. (Canceled)

90. (Currently Amended) ~~A computer system~~ In a computer readable medium having stored therein data representing instructions executable by a programmed processor for building a web page in response to a request from a user[[,]] ~~the system comprising:~~ with a plurality of page components that can be used to compose the web page, the computer readable medium comprising instructions operative to:

~~a runtime database comprising runtime information describing a plurality of page components that can be used to compose a web page; and~~

~~a runtime server coupled to the runtime database, the runtime server comprising:~~

~~instructions for~~ receiving [[a]] the request from [[a]] the user;

~~instructions for~~ composing ~~accessing the runtime database to dynamically compose~~ the web page dynamically in response to the request;

~~instructions for making the web page available to the user;~~

~~instructions for~~ identifying a set of candidate components for the web page from the plurality of page components, each candidate component having a nominal value; ~~and~~

~~instructions for~~ selecting a subset of the candidate components for placement on the web page as the page components,

wherein the selecting is determined by an optimization of an actual page value of the web page, ~~wherein~~

wherein the actual page value of the web page is a ~~first~~ function of a respective actual value of each respective page component placed on the web page and wherein the actual value of each respective page component placed on the web page is based on ~~determined by a second function of the~~ a nominal value of the page component and ~~of~~ an effectiveness of the page component on the web page, wherein ~~the nominal value of the page component is a third function of a relevancy of the request and~~ the effectiveness of the page component is based on ~~a fourth function of a placement of the page component on~~ a clutter of the web page, and

further wherein the effectiveness of the page component increases when the page component has a synergistic effect with another page component on the web page and the effectiveness of the page component decreases when the page component incurs distraction from another page component on the web page[[.]]; and

making the web page available to the user.

91. (Currently Amended) The computer readable medium ~~system~~ of claim 90 ~~wherein the runtime server~~ further ~~comprises~~ comprising instructions operative to:

~~instructions for~~ calculating the actual page value as a sum of the actual values of the page components on the web page; and

~~instructions for~~ calculating the actual value of the page component as the nominal value of the page component multiplied by the effectiveness of the page component on the web page.

92. (Currently Amended) The computer readable medium ~~system~~ of claim 90 further comprising instructions operative to:

~~a relevancy engine coupled to the runtime server, the relevancy engine comprising instructions for~~ determining the nominal values of the candidate components based on ~~as a fifth function of a relevancy~~ the relevance of [[the]] each candidate component to the request.

93. (Currently Amended) The computer readable medium ~~system~~ of claim 90 further comprising instructions operative to:

~~a profiling engine coupled to the runtime server, the profiling engine comprising instructions for~~ determining the nominal values of the candidate components ~~as a sixth function of a~~ based on the relevance of [[the]] each candidate component to a demographic profile of the user.

94. (Currently Amended) The computer readable medium ~~system~~ of claim 90 further comprising instructions operative to:

~~a profiling engine coupled to the runtime server, the profiling engine comprising instructions for~~ determining the nominal value of the candidate component based on ~~as a seventh function of a~~ the relevance of the candidate component to a behavioral profile of the user.

95. (Currently Amended) The computer readable medium ~~system~~ of claim 90 further comprising instructions operative to:

~~a link tracking system coupled to the runtime server, the link tracking system comprising instructions for~~ tracking link follow-through on the web page[[,]]; and ~~wherein~~

~~the runtime server further comprises instructions for~~ updating the nominal value of the page component in response to ~~an instance of~~ the ~~instructions for~~ tracking.

96. (Currently Amended) The computer readable medium ~~system~~ of claim 90 wherein the effectiveness of the page component is based on ~~eighth function of~~ an identity of another page component on the web page.

97. (Currently amended) The computer readable medium ~~system~~ of claim 90 further comprising instructions operative to:

~~a management server coupled to the runtime server, wherein the management server comprises instructions for~~ receiving information describing the set of candidate components; and

~~wherein the management server and the runtime server further collectively comprise instructions for~~ registering the set of candidate components.

98. (Currently Amended) The computer readable medium ~~system~~ of claim 97 ~~wherein the management server~~ further comprising ~~comprises~~ instructions operative to ~~for~~ communicating a candidate component registration change ~~to the runtime server~~.

99. (Canceled)

100. (Canceled)

101. (Currently Amended) The computer readable medium ~~system~~ of claim 90 wherein the effectiveness of the page component is computed by a sum of the squares of the areas occupied by the page components on the web page.

102. (New) The method of claim 51 wherein the effectiveness of each respective page component is equal to the clutter of the web page.

103. (New) The method of claim 102 wherein the clutter of the web page is computed by a sum of the squares of the areas occupied by the page components on the web page.

104. (New) The method of claim 51 wherein the nominal value of each respective page component is equal to the relevancy of the respective page component.

105. (New) The method of claim 104 wherein the relevancy of a respective page value is provided by a third party application.

106. (New) The method of claim 51 wherein the nominal value of each respective page component is assigned by a provider of the component.

107. (New) The method of claim 77 wherein the effectiveness of each respective page component is equal to the clutter of the web page.

108. (New) The method of claim 107 wherein the clutter of the web page is computed by a sum of the squares of the areas occupied by the page components on the web page.

109. (New) The method of claim 77 wherein the nominal value of each respective page component is equal to the relevancy of the respective page component.

110. (New) The method of claim 109 wherein the relevancy of a respective page value is provided by a third party application.

111. (New) The method of claim 77 wherein the nominal value of each respective page component is assigned by a provider of the component.